



Rochester **River** **Romance**

October 8 – 10, 2010

Celebrating our love affair with the Genesee River
and Rochester's outstanding natural resources.



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MVP Health Care is proud to support wellness in all its forms – sponsoring organizations that help local communities take on life and live well.



Rochester River Romance 2010 celebrates the Genesee Riverway corridor and nationally acclaimed Genesee Riverway Trail. For many years, American cities undervalued their waterways. Today, Rochester is returning to its river, recognizing its outstanding economic and recreational potential, ecological importance, and centrality to life in our community.

This year's River Romance activities, events and other festivities focus on the exciting ways Rochester has returned to its magnificent Genesee River. This lifeline nourishes our needs for water, energy, nature, beauty and has also been the inspiration

Once again, this year's River Romance treats you to a buffet of activities and events that will introduce or immerse you in the Genesee River's history, culture, ecology. Beautiful and exciting new developments have arisen impressively, but respectfully along its banks.

Walk within several of these spectacular new riverfront developments... try a hike, a bike ride, a paddle, a boat ride, a guided history or nature tour... renew your vows overlooking High Falls... witness the magnificent salmon run... get a glimpse of the canal aqueduct, Rochester's historic underworld... hear some of our finest local musicians along the river... enjoy family fun at the end of the Genesee at Ontario Beach... and even get your socks scared off on a Haunted Gorge hayride (it is close to Halloween, after all)!

for a remarkable array of inspiring waterfront projects that celebrate the river and bring energy and prosperity to the city. These developments include Corn Hill Landing, Brooks Landing, the Port of Rochester and numerous projects in the High Falls District.

There are just too many River Romance activities to mention here, so be sure you read to the very end of this guide! We look forward to celebrating, honoring, and experiencing the Genesee River with you!



All events are FREE unless otherwise noted. Visit www.cityofrochester.gov/riverromance2010 for a complete schedule or to download your "Passport to Romance" and receive special discounts and savings at participating merchants. You may also pick up a "Passport" at any of the events or at one of the River Romance Headquarters as listed in this guide.

Rochester River Romance is coordinated and sponsored by the **City of Rochester** and **MVP Health Care** in partnership with **City Newspaper** (www.rochestercitynewspaper.com), **VisitRochester** (www.visitrochester.com) and a host of community organizations. **Questions? Call 311 (outside the city, 585-428-5990).**



Community Partners

Cascade Kayak Adventures
Charlotte-Genesee Lighthouse Historical Society
Canal Society of New York
Center at High Falls
Charlotte Community Association
Charlotte Community Development Corp.
City Newspaper
Corn Hill Navigation
Friends of Mt. Hope Cemetery
Genesee Land Trust
Genesee Waterways Center

Genesee Corridor Business Association
Greater Rochester Rose Society Group 14621
Harbor Merchants Association
High Falls Business Association
Landmark Society of Western New York
Maplewood Neighborhood Association
Maplewood YMCA
Monroe County
Northwest Rochester Rotary
Ontario Beach Park Program Committee
Rochester Community Rowing
VisitRochester

Schedule of events



Opening Ceremonies

River Romance Opening Ceremony to highlight the El Camino Trail, at Clifford & Conkey, 3 pm. Kick off River Romance weekend in the Pocket Park at Clifford & Conkey with Mayor Robert J. Duffy as he cuts the ribbon on a new community-built play area and announces the weekend's activities. After nearly two centuries, the Erie Canal and Genesee River continue to drive economic development in Rochester and new trails like El Camino are key connections between neighborhoods and waterways.

Fall Salmon Run, 6 am–6 pm, daily until November. For avid anglers and spectators. Seth Green Dr. & Norton St. off St. Paul Blvd.

Harbor Town Belle River Cruises, 12 noon and 6 pm. Authentic 150-passenger paddle wheeler; two-hour fall tours of lower Genesee River gorge. Departs Charlotte near Dentzel Carousel. Adults \$12; seniors \$11 and children under 10, \$6. Reservations call 585-342-1810 or visit www.harbortownbelle.com

University of Rochester Arboretum Tour, 12 pm–1:30 pm. Meet at West side steps of UR Rush Rhees Library to explore the UR Arboretum with Manager of Horticulture and Grounds, Dan Schied. The River Walk, designed by famed landscape architect Frederick Law Olmsted, Sr., is public parkland showcasing 197 oak trees/15 species.

Charlotte Genesee Lighthouse. This is the second oldest lighthouse on the Great Lakes, dating to 1822. Open 1–5 pm, including the Lighthouse Gift Shop. Further information: Call 585-621-6179 or visit their Web site at www.geneseelighthouse.org.

Restaurant Tour of Corn Hill Landing area, 5–6:30 pm. Michael Warren Thomas will lead this culinary tour of the neighborhood, including Tony D's Coal Fired Pizza, Siam Fine Thai Cuisine and the New Taj Indian Cuisine that opened in August. Meet by the clock tower in the Corn Hill Landing parking lot next to Exchange Blvd.

Brooks Landing River Romance Party and Theater Cruises, 6–8 pm, Staybridge Suites, 1000 Genesee Street. Celebrate the river from the beautiful, newly developed Brooks Landing. \$50 per person includes wine, beer and hors d'oeuvres at the Staybridge Suites, as well as a 25-minute cruise featuring theatrical canal characters from Rochester's past, departing from the hotel dock. Hosted by the Landmark Society of Western New York and Corn Hill Navigation. Advance reservations required: 585-662-5748 info@samandmary.org

Evening Skate at Genesee Valley Ice Rink, 131 Elmwood, 10–11:30 pm. Open skate 14–17, \$2, 18 and over, \$4.50; skate rental, \$4.50. Seniors with Feel Good Pass, \$2.25. For ages 14 and up. 585-428-7888.

Activities in High Falls Historic District

Center at High Falls, 10 am–8 pm. Explore the old Rochester Water Works building of 1873 and see modern Rochester at the same time. Take a ten minute virtual 'Taxi Tour' of contemporary Rochester and look back ten thousand years at area geology. Models of a flour mill, a forge and a room-size super map help recall the city's birth, and dependence on water power. One floor up is a vibrant gallery of local art. High Falls Art Gallery now features "Contrast" (a large group

exhibit of painting, photography, sculpture and more) and "Likeness," a found object sculpture by Leslie Hauser and ceramics by Karla Halstead. Also open Sat. & Sun. Free admission. 60 Browns Race, 585-325-2030. www.centerathighfalls.org

'History at High Falls' Guided Walk, 6-7 pm. Your chance to experience the High Falls interpretive tour with a guide. Join local historian Cynthia Howk of the Landmark Society of Western New York, as she brings alive the fascinating history of the area. Learn about Rochester's earliest history and how we became the "Flour City." Enjoy a story similar to those used during the Landmark Society's annual Ghost Walk, with an eerie tale of life and death in High Falls. Meet at 60 Browns Race, in front of the Center at High Falls. www.landmarksociety.org



Buskers on the Bridge, 5:30-7:00 pm. High Falls Pont de Rennes Bridge (off State St. at Platt St.) is the scenic spot to enjoy a variety of street entertainers.

"Renew Your Vows on the Banks of the Genesee," 7-7:30 pm. Join your loved one on the Pont de Rennes Bridge for a romantic ceremony in the 19th Century setting of the High Falls Historic District, with a 98-foot waterfall as backdrop. Please arrive no later than 6:45 pm. The falls and gorge will be filled with light and romantic music. No registration or fee required.

Light & Music on the Bridge, 7:30-9 pm. Enjoy nighttime

glitter at High Falls—the crown jewel of the Genesee River. Enjoy the area's popular bars & restaurants. The falls will be lit and



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music will fill the gorge. View from the Pont de Rennes Bridge, State St. at Platt St.

Bringing Rochester Back to the River: **High Falls District**

The High Falls District is where Rochester utilized the Genesee River to become a boomtown in 1815 and today, the city is going back to its roots with a revitalized High Falls District that combines the historic character and charm of the area with commercial and residential opportunities. Original 19th-century buildings are being converted into luxurious dwelling spaces and headquarters suitable for the 21st century.

Stantec Inc., an engineering and architectural firm, will soon move more than 140 employees to High Falls into the renovated Trolley Barn. The historic Parry Machine Building is now home to the SEI Design Group, Naval Construction and six, brand-new loft apartments. The Parazin Building was rebuilt and is now ready

for use, boasting beautiful residential and work spaces. The stunning apartments feature hardwood floors and exposed brick walls, offering trendy tenants a unique view of the High Falls Gorge, all within an easy walking distance to downtown employers.

High Falls has also come to specialize in many different day-to-day leisure activities, whether it be enjoying coffee at the Spin Caffe, picnicking at the Granite Mills Commons Park or attending an event or party at Max at High Falls. The High Falls District has been bringing the city to the River for nearly 200 years and this legacy continues with a renewed focus on development.





The Rochester Public Market *is America's Favorite Farmers Market*



Bands on the Bricks



Flower Days at the Market



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**Thank you for showing your love and pride by
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Rochester Public Market, 280 N. Union St., Rochester, New York



Robert J. Duffy, Mayor
City of Rochester, NY

Bringing Rochester Back to the River: **Port of Rochester**

Get up close and personal with Lake Ontario and the Genesee River and enjoy the cool summer breezes in Charlotte at the Port of Rochester. The Port offers breathtaking views of the River and harbor, attractions, activities, the River Street Marine and many tasty restaurants sure to satisfy the entire family.

The Port's Terminal Building is where you'll find fine dining at Pier 45, sushi at California Rollin' and Rochester's famous Abbott's Frozen Custard. Chow down at Cheeburger Cheeburger or the Harborview Café. The Terminal Building is also home to a large party room that is available to rent for your special events.

The River Street Marina features floating docks, restrooms, showers, locker rooms, a pump-out station, a laundry facility and power and water at each slip.

Planned for the Port in coming years is a Marina Project that will create a harborfront village that will preserve and enhance the character of Charlotte and create a family-oriented, four-season environment. Plans call for improved access into and out of the Port area and mixed-use projects that balance public uses with private development aimed at expanding Rochester's tax base.

The Port of Rochester also features Ontario Beach Park, where you and your family can picnic, swim, lay on the beach, play basketball or beach volleyball, walk the pier, catch an outdoor concert or movie and enjoy the historic Dentzel Carousel.

Charlotte is known for bringing Rochester to the river and the upcoming developments at the Port will make for an even greater waterfront experience.



Bringing Rochester Back to the River: **Brooks Landing**



Located in the historically rich and diverse area of the city's 19th Ward, Brooks Landing lies a mere

two miles west of downtown, one mile east of the airport and abuts the University of Rochester. Brooks Landing is a model mixture for retail, restaurant, entertainment and hospitality space. A public boardwalk allows residents and visitors improved access to the Genesee Riverfront. This community focal point draws people together and provides docking facilities and increased opportunities to explore the river and beyond.

Staybridge Suites, an 80-room extended-stay hotel, overlooks the Genesee River. Grab a cup of coffee and a bite to eat at Boulder Coffee Co. University of Rochester students are enjoying

the new housing units. This public waterfront has been transformed into a promenade with public plaza, boat dock and an improved trail for nature enthusiasts.

Continued enhancements to Brooks Landing are planned including better pedestrian access and a heightened park gateway experience. In addition, parking will be increased for daily use and special events and access to the public easement will be enhanced. The landscape and sightlines will continue to be enhanced and a juried competition for the acquisition and installation of public art is being planned. These upcoming improvements will increase the appeal of the area and bring even more residents and visitors back to the River.

Schedule of events

Saturday, October 9



Open Boat Launch (non-motorized boats only), 9 am–3 pm. Turning Point Park (west onto Boxart St. off Lake Ave.). Launch canoes and kayaks; rentals available (fee). Explore the lower gorge and experience autumn's beauty. Weather permitting.

Durand Beach and Park Tree Tour, 9–11 am. Learn about Durand Eastman's unique arboretum and history. Explore the newly constructed trail along Lakeshore Blvd. to Culver Rd. Meet at parking lot A on Lakeshore Blvd. Comfortable walking shoes recommended.

El Camino Trail Walk with the Genesee Land Trust, 10–11 am. Join the Genesee Land Trust's Tom Frey for a walk on a multi-use trail being developed on an abandoned railway line in the heart of the city. Call the Genesee Land Trust for information about meeting location: 585-256-2130.

Center at High Falls, noon–6 pm. Explore the old Rochester Water Works building of 1873 and see modern Rochester at the same time, including an art gallery. Also open Sunday. 60 Browns Race 585-325-2030. www.centerathighfalls.org See 10/8 listing

Marine History Meeting, 10 am–noon at the Charlotte Genesee Lighthouse.

Charlotte Genesee Lighthouse. Lighthouse Tours will be available 11 am–5 pm, titled "Walk in Steps of Keeper." www.geneseelighthouse.org

Head of the Genesee Regatta: Day 1, 9 am–4 pm. The 2010 "Head of the Genesee Regatta" will take place at the Genesee Waterways Center, 149 Elmwood Ave. (behind the Genesee Valley Sports Complex). The three-day event will focus on providing a competitive and fun rowing event for

Masters and Open rowers on Saturday, and High School crews on Sunday from 9 am–4 pm. The collegiate crews and corporate/club challenge racing will be on Oct. 16 from 9 am–4 pm. Once again this event will bring people to the banks of the Genesee River to celebrate the sport of rowing in a magnificent natural setting. Public viewing is free; refreshments & fan gear are available for purchase. Free parking in Genesee Valley Park East side. Volunteers needed. Call 585-737-0069.

Guided Bike Tour of High Falls Neighborhood, 10 am–12 noon. Meet at the Pont de Rennes Bridge. Travel along the Genesee Riverway Trail and by road into the community. Pedal through downtown Rochester, Genesee Valley Park, Corn Hill and the Susan B. Anthony neighborhood. Guides: Rochester Bicycling Club. No registration required. www.bikerochester.com. Also see www.cityofrochester.gov/grt

Historic Aqueduct Tours. Enter on Broad Street next to Blue Cross Arena; open from 12 pm to 3 pm. Get a glimpse of Rochester's historic underbelly. Volunteers from the Canal Society of New York State will be strategically placed in the Aqueduct to provide history and insights about this unique downtown aqueduct. Also hear about proposals for future redevelopment.

Columbus Day Parade, Main St., Rochester, Starts 12:30 pm. Best viewing along Main St., parade review along the Main St. Bridge. Route: Main Street from Liberty Pole/Franklin St., west on Main St. to N. Plymouth Ave. Sponsored by the Columbus Day Parade Committee. Visit: www.ColumbusDayRochester.org.

Geocaching Scavenger Hunt in Turning Point Park, 1–3 pm. Turn on Boxart St. from Lake Ave., meeting

in the Turning Point Park parking lot. Treasure hunting game using a Global Positioning System (GPS) or other navigational techniques. For all ages.

Activities at Maplewood Rose Garden, Lake Avenue and Driving Park

Rose Workshop, 10–11 am. Make sure your sweetheart's favorites are protected from the cold. "Winterizing the Beds" workshop will feature local rosarians teaching you the secrets of successful overwintering. No registration is required. Also part of the 2010 Flower City Looking Good Series. www.cityofrochester.gov/fclg

Guided Lower Gorge Explorer Hike, 1–4 pm. Meet in the Maplewood Rose Garden Parking Lot. Walk the west side of the Genesee Gorge and visit Maplewood Park, the Veterans Memorial Bridge, the Eastman Memorial and Kings Landing Cemetery (Rochester's oldest burying ground). Hike also includes Kelsey's Landing, the former St. Bernard's Seminary as well as the Lower and Middle Falls. www.cityofrochester.gov/lowergorge

Jazz Jammin' in the Garden, noon–3 pm. Enjoy the sounds of the Darryl Parker trio amongst the beauty of the Rose Garden.

Urban Eats, 11 am–4 pm. Enjoy hot chili, corn bread and fixings from the kitchen of the Deacon's Table, an outreach program of Grace Urban Ministries (fee).

Haunted Gorge Tours, 7–9:30 pm. Lower Falls Park, park in Maplewood Rose Garden Lot. A pre-Halloween scare-fest. The perfect end to a romantic day along the river, this family

friendly descent into the depths of the Lower Gorge features creatures and spirits sure to scare. Take the tour aboard a tractor-drawn wagon. Pre-register, (Fee) 12 and over \$5, children under 12, \$2. Tickets available at City Recreation Administration Office, 400 Dewey Ave. or at the Edgerton Community Center, 41 Backus St. Sponsored by the Maplewood Neighborhood Association, Maplewood YMCA and Edgerton Community Center. All proceeds benefit the Association, the YMCA and the Edgerton Teen Council. 585-428-6755.

Other Events Along the River

Harbor Town Belle River Cruises, noon and 6 pm. Reservations required. Lunch and dinner buffet an option for additional fee. Daily cruises by reservation through Nov. Departs Charlotte near carousel. Adults \$12; seniors \$11; and children under ten \$6. Reservations, call 585-342-1810 or visit www.harbortownbelle.com.

Refreshments follow the tour. Mt. Hope the oldest municipally-owned Victorian Cemetery. Resting place of Susan B. Anthony and Frederick Douglass. Donations accepted. 585-461-3494. www.fomh.org.

Guided Walk from Brooks Landing to the Ford Street Bridge, 1–3:30 pm.

Meet at the Plymouth Avenue side of the pedestrian bridge near the corner of Brooks Ave. and Genesee Street. The tour guide, John Curran, has been researching the Civil War camp in this area and the fascinating industrial history of this part of the river.

Guided Walk in Turning Point Park, 2–3:30 pm. West on Boxart St. off Lake Ave. at the Genesee River. Tour the Genesee River gorge going south. Includes spectacular walkway through Turning Basin. Moderate grade changes; not recommended for children under 10. Meet at the Turning Point Park parking lot.

Brooks Landing Walk, 4–5:30 pm. Meet in the parking lot of Staybridge Suites Genesee St. and Plymouth Ave. See the new developments along the river and near the corner of Brooks and Genesee Streets. There are beautiful views of the river and several key new buildings. See a building that was vacant for over twenty years that is now home to gorgeous Boulder Coffee.

Corn Hill Landing, Mary Jemison Twilight Cruise, 5:30–8 pm. Dinner & romantic views of the Rochester skyline and history along the Genesee. Navigate a canal lock and the intersection where the River meets the Erie Canal. Seating limited, preregistration required. \$50 per person (cruise, dinner catered by Lorraine's, one complimentary champagne cocktail). 585-262-5661.



Mt. Hope Cemetery Walking Tour, 1 pm.

This tour is approximately two hours in length. It leaves from the North Gatehouse at Mount Hope Cemetery (opposite Robinson Drive off Mount Hope Ave.). Admission is free.

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ATTRACTIONS

PARKS

Bausch & Lomb Riverside Park

Trails and canoe access.

27

Durand Eastman Park

Beach, hiking, picnic areas, golf, arboretum, and scenic views of Lake Ontario. Restrooms.

4

Genesee Gateway Park

Promenade with views of the City Skyline. Boat mooring, canoe launch, playground, basketball.

25

Genesee Valley Park

Historic Frederick Law Olmsted park, at the confluence of the Genesee River and Erie Canal, and the junction of the Genesee Riverway Trail, the Erie Canal Heritage Trail and the Genesee Valley Greenway Trail. Picnic areas, play fields, tennis, golf, outdoor pool, indoor ice-skating, canoeing and rowing. Restrooms.

31

High Falls Terrace Park

Scenic overlook to High Falls and the river gorge.

12

Highland Park

Historic Frederick Law Olmsted park. Annual Lilac Festival, arboretum, conservatory, gardens, amphitheater, Vietnam Veterans Memorial Garden and AIDS Memorial Garden. Restrooms.

28

Lower Falls Park

Scenic overlooks to the Lower Falls, the Middle Falls and the river gorge.

11

Maplewood Park

Historic Frederick Law Olmsted park. Rose Garden, tennis, playground, trail and scenic overlooks. Restrooms.

9

Ontario Beach Park

Beach, bathhouse, boardwalk, pier, historic carousel, playground, picnic areas, volleyball, band shell, community center and concessions. Restrooms.

1

Seneca Park

Historic Frederick Law Olmsted park. Trails with scenic overlooks to the river gorge, pond, picnic groves, playground, Zoo with concessions. Restrooms.

8

Turning Point Park

Wooded trails and piers with scenic views of the river gorge.

5

TRAIL LEGEND

- Genesee Riverway Trail
- - - Planned Genesee Riverway Trail
- Canalway Trail
- Genesee Valley Greenway Trail
- NYS Seaway Trail

HISTORIC DISTRICTS / SITES

Bridge Square / Cascade

Erie Canal era warehouses adapted to high-tech business and residential loft district.

18

Brown's Race / High Falls

Scenic views of High Falls and the river gorge. Historic visitor interpretive center, laser-light show, dining and entertainment.

13

Corn Hill

Victorian residential district. Campbell-Whittlesey House Museum. Dining and services.

23

East Avenue

Avenue of mansions, museums and stately trees. George Eastman House and Rochester Museum and Science Center.

19

Erie Canal Aqueduct

1842 stone arch canal structure subsequently used as a subway, rail line and now roadway.

22

Grove - Gibbs

Brick townhouse district.

15

Mt. Hope

Arboretum district with historic homes, dining and services.

26

Maplewood

Tree-lined residential neighborhood with Seneca Parkway, dining and services.

10

Old Rochester

Former industrial area now converted to upscale housing, dining and nightlife.

14

Susan B. Anthony

Victorian neighborhood with narrow streets, Susan B. Anthony Square (designed by Olmsted Brothers), and the Susan B. Anthony House Museum.

20

POINTS OF INTEREST

Blue Cross Arena at the War Memorial

Venue for indoor professional sports and other large events. Plaza on the river.

21

Center City

Downtown dining, shopping and entertainment. The Strong Museum, The Eastman School of Music, historic architecture and parks.

17

Corn Hill Landing

Mooring and services for boats.

24

Frontier Field

Venue for outdoor sports and other large events.

16

Genesee / Charlotte Lighthouse

Historic stone lighthouse (1822) overlooking the Port. Tours, interpretive center and scenic vistas.

3

Port of Rochester

Beach, boat mooring, marine services, cruises, dining and entertainment.

2

University of Rochester and Medical Center

29

CEMETERIES

Holy Sepulchre Cemetery

7

Mt. Hope Cemetery




Historic burial place of Susan B. Anthony, Frederick Douglass and other notables.

30

Riverside Cemetery

Historic cemetery with scenic drives, distinguished architecture and statuary.

6

-  Irondequoit Lakeside Trail
-  Proposed Lake Ontario State Parkway Trail
-  Proposed ElCamino / Butterhole Trail
-  Proposed County Trail



Robert J. Duffy, Mayor
City of Rochester, NY

Schedule of events

Open Boat Launch (non-motorized boats only): 9 am–3 pm. Turning Point Park boat launch. See 10/9/2010 listing.

Head of the Genesee Regatta: Day 2, 9 am–4 pm. The 2010 “Head of the Genesee Regatta” will take place at the Genesee Waterways Center, 149 Elmwood Ave. (behind the Genesee Valley Sports Complex). High School crews on Sunday from 9 am–4 pm. The collegiate crews and corporate/club challenge racing will be on Oct. 16 from 9 am–4 pm. See 10/9 listing.

Guided Bike Ride, Seneca Park & Turning Point Park, 10 am–12 noon. Ride starts at the first parking lot across from the pedestrian bridge in Seneca Park off St. Paul St. Cross over the bridge to the west side of the river riding the Genesee River Trail; pass the cemeteries on Lake Ave. to Turning Point Park. Continue on the boardwalk to the Port of Rochester. Helmets required. No reservations required. Also part of the 2010 Flower City Looking Good Series. www.cityofrochester.gov/fclg

New this year! Regional History Fair at Port Terminal Building in Charlotte, 11 am–4 pm. Learn about the fascinating history of the City and the Genesee Valley Region. Call 428-6770 for additional details.

“Autumn at the Lake,” 11 am–4 pm, Ontario Beach Park, Lake Ave at Beach Ave. Free family fun, featuring hay rides, pumpkin decorating, children’s activities,

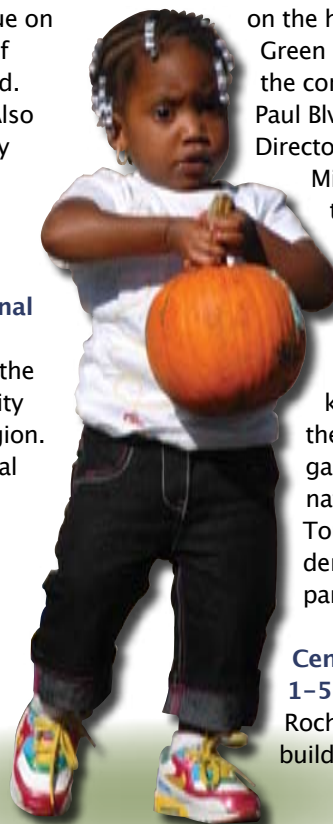
clowns from the Ringling Brothers Circus, historic Dentzel Carousel rides as well as the eclectic sounds of the band CoMotion. A corn and sausage roast will also be available. (Fee applies, fundraiser for the Tony Jordan Youth Sports Foundation.) Sponsored by the Ontario Beach Park Program Committee. 585-865-3320.

Charlotte Genesee Lighthouse– Free Lighthouse Tours will be available 11 am–5 pm, titled “Walk in Steps of Keeper.” See 10/8 listing.

Guided Bike Tour along the Riverway Trail, East and West sides, noon–2:30 pm. Ride starts at Genesee Valley Park Ice Arena parking lot, 131 Elmwood Avenue.

Walking tours of “Rock Park,” noon–3 pm. One of the nation’s only urban kayak facilities. Tours leave on the hour. Meet at the Seth Green fishing access lot, near the corner of Norton St. and St. Paul Blvd. Join Cascade Kayak’s Director and Olympic Coach, Art Miller on a walking tour of this urban treasure. View the river’s rapids and the Lower Falls, up close and personal. Learn how city kids are learning to whitewater kayak in the middle of their neighborhood and gaining an appreciation for nature and the environment. Tour will include kayak demonstrations by program participants.

Center at High Falls, 1–5 pm. Explore the old Rochester water works building of 1873, and see



Head of the Genesee Invitational Regatta



For 22 years, "Head of the Genesee Regatta" has been the flagship of River Romance Weekend. Originally the brainchild of former University of Rochester Vice President George Angle, Corn Hill Navigation founder Ted Curtis and others, the Regatta was managed by the University of Rochester and R.I.T.

Three years ago a new organization, Rochester Community Rowing, was formed to expand the reach beyond the collegiate community and to return surplus proceeds back to the rowing community to help grow programs and participation.

This year's event, will grow to three days at the Genesee Waterways Center. Saturday, October 9th will feature Open and Masters racing. Sunday, October 10th will feature scholastic high schools from the greater northeast area and Canada. Competitive rowers from high school, Olympic caliber rowers, and old timer masters can be viewed along the banks of the Genesee. We are hoping to see over 40 clubs and schools participate this year. This would be a significant increase from last year. Saturday, October 16th will feature the collegiate competitors in a three mile "head" race in the morning and a 1500

meter sprint in the afternoon. This unique format determines the winners by a combination of the morning time added to the sprint time from the afternoon races. This year, Brown University, Cornell, Syracuse, Buffalo, and Duke have already committed to competing, along with Hobart, William Smith and local favorites R.I.T. and the University of Rochester. Over 30 college crews are expected to compete, a 50% increase over last year.

This year the event is expected to attract over 300 entries. Regatta Director Tim Giarrusso said, "Our goal is to grow this event every year and continue the long tradition of excellence that our predecessors have created. By expanding to a third day of racing we nearly double the opportunity for crews to participate and create opportunities to row twice in one day."

Giarrusso adds: "Rochester has a great reputation for rowing and a pair of premier rowing venues in the Genesee River and the Erie Canal. We want to continue that long and proud tradition of rowing in Rochester and help grow the sport." The event is scheduled from 9 am-4 pm each day. Public viewing is available in Genesee Valley Park east access from Moore Road.

Flower City Looking Good Series. www.cityofrochester.gov/fclg

Family Skate at Genesee Valley Ice Rink, 131 Elmwood, 2-3:15 pm.

Open skate 17 and under \$2; 18 yrs and over \$4.50; skate rental \$4.50. 585-428-7888.

Harbor Town Belle River Cruises;

noon and 5 pm. Daily cruises by reservation until Nov. 30. Call 585-342-1810 or visit www.harbortownbelle.com. See 10/8/2010 listing.

Mt. Hope Cemetery Walking Tour

at 1 pm. This tour is approximately two hours in length. It leaves from the North Gatehouse at Mt. Hope Cemetery (opposite Robinson Drive off Mount Hope Ave.) Refreshments follow the tour. See 10/9/2010 listing.

Photo Hike/Walking Tour,

3-4:30 pm. Meet at Corn Hill Landing where the Mary Jemison docks. A leisurely walking tour along the river led by City Photographer Ira Srole. Learn techniques for photographing the built environment as well as the history of Genesee Valley Park.

Other Events

Rochester Amerks opening night of the 2010-11 season, 5:05 pm, Blue Cross Arena, Broad and Exchange.

Celebrate 75 years of the Amerks on opening night with their arch rival, the Hershey Bears. Join 1000's of fans as they cheer on Rochester's professional hockey team. Tickets are available by calling the Amerks office 585-454-5335.

Guided Lower Gorge Explorer Hike,

1-4 pm. Meet in the Seneca Park Zoo parking lot. Explore the Southern environs of Seneca Park and the surrounding riverfront neighborhood including: Seth Green switchback trail, Rochester School for the Deaf, the former Kodak Hawkeye Works (now ITT), Carthage and the Driving Park Bridge. Also part of the 2010

modern
Rochester at the

same time, including an art gallery. 60 Browns Race, 585-325-2030. www.centerathighfalls.org. See 10/8 listing.

Bringing Rochester Back to the River: **Corn Hill Landing**



Corn Hill Landing is located on the west bank of the Genesee River on the Erie Canal

system. Adjacent to one of Rochester's most historically rich areas, the Corn Hill Neighborhood, Corn Hill Landing provides Canal boaters access to the doorstep of downtown Rochester.

Completed in 2006, Corn Hill Landing combines market-rate housing, retail stores, restaurants and office space with a host of land- and water-based recreational amenities. The \$20 million project includes 127 luxury one- and two-bedroom apartments, 14,000 square feet of retail, restaurant space and office space.

Businesses that have taken up shop in this lively area include Siam Fine Thai Cuisine, Corn Hill Fine Wines and Spirits, New Taj Indian Cuisine, Tony D's Coal-Fired Pizza and the Mary Jemison Tour Boat.

The New York State Canal Corporation constructed a riverwalk promenade and river wall adjacent to the Genesee River and Corn Hill Landing. The City of Rochester purchased public use and access easement over much of the property.

This successful new waterfront community provides many public amenities including a harbormaster headquarters, hand carry boat-launch and docking facilities, landscaped open space, outdoor assembly areas, parking and access to the Erie Canal.

Corn Hill residents and visitors can enjoy a fantastic view of Rochester's skyline, enter the trailhead to the Genesee Riverway Trail for a bike ride, run or stroll along the river. This lively and vibrant area of Downtown is one more way we are bringing Rochester back to the river.

Bringing Rochester Back to the River: **Erie Harbor**

In the coming months, construction will begin on an exciting development that will bring more economic growth to Rochester's South Wedge neighborhood.

The Erie Harbor project, scheduled for completion in 2012 will involve the demolition of four, low-rise structures formerly known as River Park Commons and the subsequent construction of approximately 131 new rental housing units featuring rates that are affordable for every budget.

Erie Harbor, along with the recently-completed Hamilton project, are bringing Rochester residents back to the river and enhancing our waterfront and the South Wedge. The area is within walking distance of many city businesses and amenities including the Beale Street Café, the Tap and

Mallet, the historic German House, Highland Park and much more.

The South Wedge, Swillburg and Highland Park areas have swept the City Newspaper Readers' Choice Awards, obtaining the most citywide votes for 'best neighborhood,' 'best coffee house (Boulder Coffee Co.);' 'best wine selection (Solera Wine Bar);' 'best happy hour (Lux Lounge);' 'best meal under \$10 (John's Tex-Mex Eatery) and others.

This re-development of this premier waterfront site will add to the neighborhood's beauty and convenience with the historic and



active Johnson-Seymour Raceway, underground access to the downtown library and links to the popular Genesee Riverway Trail.



The Charles River, Boston? No, the Erie Canal, Rochester.

Intersecting the Genesee River at Genesee Valley Park, the almost 200-year old Erie Canal provides recreational opportunities of all kinds on water and on land. Aquatic abundance is just one of the things that gives Rochester visitability. In fact, last year, nearly two-million people visited the Flower City and left an economic impact of almost one-billion dollars bringing more jobs, tax revenue and lots of other real benefits to area residents and businesses. Drift back to a more leisurely place and time with a visit to the marvelous Erie Canal, just one more reason to **visitRochester**

Pictured: The Head of the Genesee Regatta occurs Oct. 9 – 10 during this year's Rochester River Romance festival.

Find more information at VisitRochester.com, twitter.com/VisitRochester and [facebook.com](https://facebook.com/VisitRochester), search VisitRochester

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Find the complete River Romance Guide and list of merchants at:
www.cityofrochester.gov www.rochestercitynewspaper.com www.visitrochester.com

You may also pick up the guide,
list of merchants and trail maps at
any River Romance Headquarters:

Genesee Valley Ice Arena: 131 Elmwood Ave.
Corn Hill Landing: Corn Hill Wine and Liquor, Exchange Blvd.
The Centers at High Falls: 60 Browns Race
Genesee/Charlotte Lighthouse: Lake Ave. & Latta Road
Port of Rochester Terminal: Ontario Beach